



**VIRGINIA SLIMS LEGENDS REPORT
WESTSIDE TENNIS CLUB
MAY 18-19, 1996**

The third Virginia Slims Legends event of 1996 was held in Houston at the Westside Tennis Club, May 18-19. This was the second consecutive year that we brought the Legends program to Westside. Capacity was 4,000 seats. Saturday's attendance was 3821 and Sunday's was 3694.

Martina Navratilova captained the first team and it was comprised of Martina, Evonne Goolagong, Rosie Casals, Wendy Turnbull and Virginia Wade. The opposing team was Team King: Billie Jean King, Pam Shriver, Zina Garrison Jackson and Olga Morozova. The two teams were tied at 22 points each after Saturday's competition. Team Navratilova won the overall competition for the first time this year, by a score of 54-44.

Preliminary reports show that \$15,000 was raised for DIFFA, our local partner that teams with the National AIDS Fund.

PUBLICITY RESULTS

The following lists the publicity that ran from May 12 - May 20. These were generated from interview requests we received.

Sunday, May 12

Houston Chronicle: Jody Goldstein's tennis column

Monday, May 13

Houston Newspages: color cover of Zina Garrison Jackson and inside story

Tuesday, May 14

Houston Chronicle: Sports brief on Zina appearing at race track

Wednesday, May 15

Houston Chronicle: Metro section, tournament overview

Saturday, May 18

Houston Chronicle: Sports, baseball notes (on Billie Jean throwing in first pitch at Astros game)

Houston Chronicle: Jody Goldstein feature

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Publicity Generated and Interview Requests Fulfilled (continued)

Sunday, May 19

Houston Chronicle: Jody Goldstein feature

Monday, May 20

Houston Chronicle: Sports - photo

USA Today: Sports - front page notes

ELECTRONIC MEDIA SUMMARY

We fulfilled interview requests from the following outlets.

Thursday, May 16

KPRC TV (NBC): interview with Rosie Casals

****On Friday, May 17, Billie Jean threw in the first pitch for the Astros game. This marked the first time she had appeared at the Astrodome since 1973 when she defeated Bobby Riggs in the infamous "Battle of the Sexes" match. We received the following interview requests that evening.**

Friday, May 17

KPRC TV (NBC): interview with Billie Jean King

KNWS TV (Ind.): interview with Billie Jean King

KRIV TV (Fox): interview with Billie Jean King

KHOU TV (CBS): Live Billie Jean King interview

KTRK TV (ABC): Live Billie Jean King interview

KTRK TV (ABC): taped interview with Billie Jean King

KTXX TV (Prime): interviewed Billie during game telecast

KILT Radio: interviewed Billie during game

Sunday, May 19

KPRC TV (NBC): interview with Zina Garrison Jackson

KRIV TV (Fox): interview with Zina Garrison Jackson

KNWS TV (Ind.): interview with Zina Garrison Jackson

PRESS CONFERENCE AND MATCH COVERAGE

Saturday, May 18

Prior to Saturday's matches, we held a press conference with Team Navratilova and Team King. Following are the media who attended.

-Houston Chronicle: Jody Goldstein (tennis writer)
Dale Robertson (sports columnist)
photographer

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List of media who attended Saturday's press conference (cont'd)

- Houston Sun Newspapers
- Houston Newspages
- KTRH Radio
- KXYZ Radio
- KNWS TV (Ind.)
- KRIV TV (Fox)

In addition to the above media who attended Saturday's press conference, the following media covered the matches on Saturday.

- KPRC TV (NBC)
- KTRK TV (ABC)
- KHOU TV (CBS)
- Houston Chronicle (Ken Hoffman, Lifestyles Columnist)

Sunday, May 19

The following media covered the matches on Sunday afternoon.

- Houston Chronicle (photographer)
- Sports Edition Magazine (reporter & photographer)
- Magic 102 Radio
- KPRC TV (NBC)
- KHOU TV (CBS)
- KNWS TV (Ind.)
- KRIV TV (Fox)

**Virginia Slims Legends - Houston
Clip Report**

| Date | Publication | Circulation | Readership |
|---------|-------------------|-------------|------------|
| 5-12-96 | Houston Chronicle | 608,467 | 1,521,167 |
| 5-13-96 | Houston Newspages | 56,825 | 142,062 |
| 5-14-96 | Houston Chronicle | 413,717 | 1,034,292 |
| 5-15-96 | Houston Chronicle | 413,717 | 1,034,292 |
| 5-17-96 | Houston Chronicle | 413,717 | 1,034,292 |
| 5-18-96 | Houston Chronicle | 413,717 | 1,034,292 |
| 5-19-96 | Houston Chronicle | 608,467 | 1,521,167 |
| 5-20-96 | Houston Chronicle | 413,717 | 1,034,292 |
| 5-20-96 | USA Today | 1,979,092 | 4,947,730 |

Total Circulation: 5,321,436
Total Readership: 13,303,586

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